



# The Phenomic Age

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The Vision

Chapter

1



# Vision Of the Project

it is no longer possible to postpone the discussion on wellness. Imbalances see us involved in the dual role of actors and spectators: on the latter hand, international organizations daily record a growing number of countries and populations experiencing conditions of hunger and poverty; and on the former hand, developed countries are complicit in the culture of poverty that exposes the population to growing health risks (for example obesity, cardiovascular disease, possible harmful effects derived from uncontrolled GMO consumption) and the depletion of local resources.



# The Phenomic Age A Quest For Wellness.

## **Culture of Health. The Science of Wellness and Prevention**

**The idea of a culture of health has a past, a present, and a future.**

### **Past**

Various societies have understood what a culture of health is and how to build and sustain it. Studies of the cultures of the Mediterranean, the “Blue Zones,” Japan, and other parts of the world have shown that a culture of health comes from the past and remains part of modern life.

Wikipedia defines culture as “an umbrella term which encompasses the social behavior and norms found in human societies, as well as the knowledge, beliefs, arts, laws, customs, capabilities, and habits of the individuals in these groups.”

There is a historical memory of what a culture of health is and a sense of what needs to be protected in the modern world. The Slow Food movement, for example, is part of this, focusing on the conditions in which food is produced and how production affects humans, animals, plants, and the natural world. The modern climate change movement also seeks to preserve natural integrity, and there is a sense that as the planet’s ecosystems erode, so too does human culture.

Asking the question, what has a culture of health looked like in the past, can inform us about the present. Dr. Ancell Keys was an American physiologist who did pioneering work in the physiology of nutrition and the effect of diet on health. His seminal work is called the Seven Countries Study, which looked at diet in the USA, Finland, The Netherlands, Italy, Greece, Croatia, Serbia, and Japan.

This was an attempt to scientifically explore the presence of coronary heart disease and diet. Keys showed that diet is culturally influenced and that particular diets contribute to health or disease.

He brought a scientific approach to the question of health.







### **Present**

The dominant healthcare system is disease-focused, and a medical model dominates the culture of health. Medicine is primarily practiced proactively, and the vast majority of healthcare spending goes to treating chronic diseases, such as diabetes, and heart disease, which are largely preventable.

A trillion-dollar global market for supplements and alternative treatments often needs scientifically proven effectiveness. Many people are interested in living healthy lives but are often unable to do so because of structural impediments beyond their control. Modern urbanized societies do not lend themselves to a culture of health, and many people strive to survive around the world. This is true in the expanding megacities in Africa, Latin America, and Asia. A culture of health does not exist.

### **Future**

There is a different vision provided by Lee Hood, M.D., Ph.D. who is a visionary and a genomics pioneer. He proposes a paradigm shift in healthcare provision from a disease-focused model to one based on the science of wellness and prevention. Hood's big idea may lead to the most significant paradigm shift in the history of medicine by empowering every individual to take control of their health destiny, by providing an individual an understanding of their genetic inheritance, including predisposition to any disease states, and guiding decisions that will lead to optimum health.

Hood is proposing to create the Beyond the Human Genome Project (BHG) to sequence the genes of 1,000,000 people in the United States and follow them for ten years to determine actionable possibilities for change.

# What is this project about

## An unconventional marketing cultural campaign

The Phenomic Age, a quest for wellness, is a multiplatform project that includes a series of communication and media production operations on the future of wellness and the democratization of healthcare worldwide, in particular:

- **International production and distribution of an 80' Feature Length Doc Film, accompanied by the creation of some Special contents**
- **Presentation and diffusion of the film in prestigious international film festivals, in cinemas, especially in the USA, in global pay TV and free TV circuits, in proprietary and global digital platforms**
- **Organization of prestigious international events to launch and present the initiative**
- **Creation of a book related to the film and the project**
- **Digital campaign to promote and communicate the initiative**
- **Implementation of ancillary marketing and communication activities related to the event, also personalized for the sponsors.**
- **Creation of the first Wellness metaverse**
- **Creation of a sister cities Network**



**A Worldwide  
Conversation**

Chapter

**2**







## The democratization of wellness.

This project is on an evolving human consciousness about our place, our house: planet Earth and the Universe. We aim to incept a new extraordinary opportunity to initiate a cultural rethinking of the relationship between lifestyle, environment, and the Human Genome. The idea is that most of humanity has not yet been born, yet we are making decisions that will affect generations to come. Can we imagine a better world for the generations to come?

As much as wellness is a measure of social equity, living well is not just a human need; it is, above all, a right. We aim to lay the foundations for a positive revolution in the culture of wellness. And the tools to achieve this are at our fingertips. We introduce and educate millions of people in the US and globally on cutting-edge techniques in the science of health and wellness. We want to help audiences be more aware of how our behavior impacts our environment and health.



Wellness, health, and quality of life for everyone.

**This is the theme for a worldwide campaign of awareness.**

The theme is at the heart of a digital campaign that promotes the right to a better, healthier, and longer life for future generations worldwide.



# The benefit for the citizen of Planet Earth

## A quest for wellness is an international awareness call.

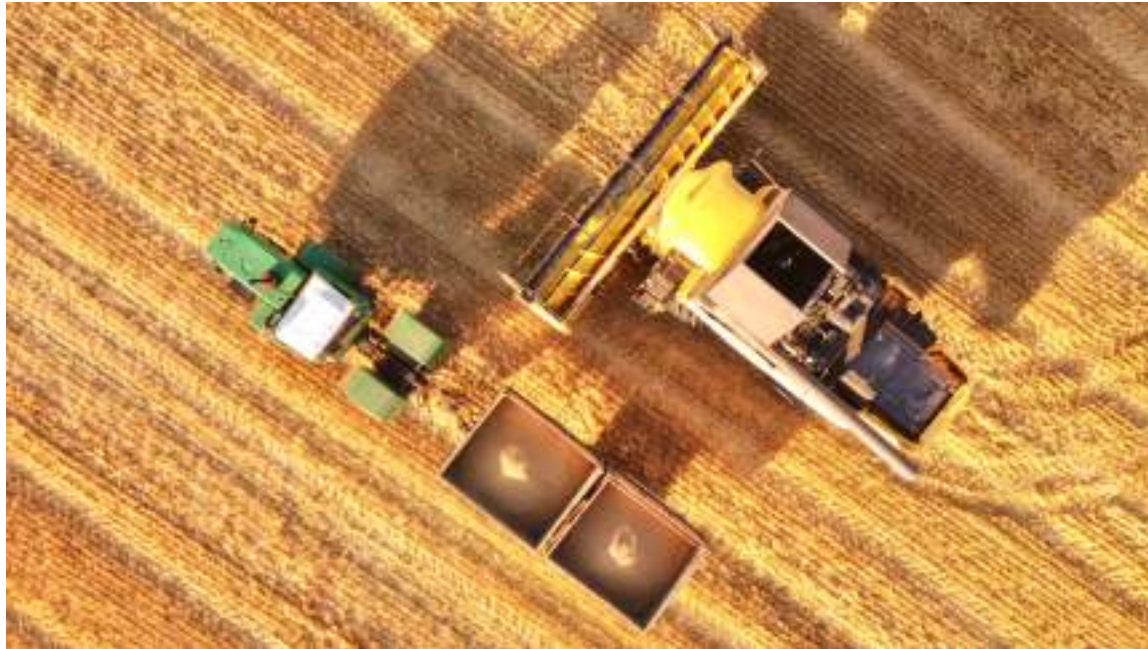
This is an adventure about the future of science and how ordinary people are about to benefit from the most revolutionary discoveries in The Human Genome Project in the last decades. This is a journey through a remarkable ecosystem about the future of humanity from a sociological, philosophical, and biological point of view.

The Multiplatform international campaign.

An international project is envisioned to become one of the meaningful platforms for the following years.

A path to innovative processes and content that aims to involve young people from all over the world, aged between 18 and 30, on wellness themes.





**The planet's future, food, global challenges, natural resource, and overpopulation are all in our hands.**





**Future Leaders  
A New  
Community**

Chapter

**3**



## Who are the New Leaders

It is a demanding and competent target for aesthetics and creativity, interested in art, culture (multicultural tastes), travel, environmental issues, and new lifestyle trends.

**They are independent, creative, and autonomous people.**

They are strongly oriented to favor experience over the pursuit of things: doing, trying, and getting involved is more important to them. They can express strong participation and a high degree of response to the project. They are keen on WELLNESS themes, technology, and media languages.

They have a strong propensity to invest and spend on products that have a cultural, ethical, research, or lifestyle connotation.



# Who is our Audience?



**The Phenomic Age: a Quest for Wellness is structured on the wishes of a cosmopolitan, curious, mobile, and culturally active target.**

**The profile is that of educated people, almost all university students or graduates, professionals, managers, entrepreneurs from paths oriented towards creativity, communication, architecture, design**

# About our audience

## Leaders of the future

Some daunting priorities and concerns will likelyThe global scenario calls for a new business approach, including the revision of leadership---a new way of addressing leadership for everybody.

The new leadership is business; it's social, it's human.

### **It is Generative**

**Generative leaders strive to leave the world a better place than they found it.**

With so much at stake, they are seizing a rare opportunity to do better for their shareholders, customers and teams, society, and the planet. Shareholders are, of course, vital stakeholders, as well.

**Generative leaders believe that their obligation to society and the planet forms the core value of their business.**

This is why these leaders will join us in this project –it provides them with the right messages, at the right time, for the right reasons.

Daunting priorities and concerns will likely occupy a business leader's mind daily.

### **Short-term results**

**The great resignation**

**Speaking out on societal issues.**

**Artificial intelligence**

**Geopolitical risk**

**Customer journeys**

• **Climate and environmental footprint**

• **Employee safety and mental health**

• **Employees' demands for more flexibility**

• **Shrinking competitive advantage**

• **Ecosystem collaboration**

• **Always-on transformation**



**Dr. Lee Hood:**

**The Hero in  
our Journey.**

Chapter

**4**





## Dr. Lee Hood

Lee Hood is one of the most influential scientists on the international scene. Hood is a visionary and intends to create a new paradigm in medicine in the western world: a revolution and an inexorable process of democratization of health and well-being for the world community. (Dr. Biographical Notes in PDF attachment).

He shows us places that have represented the evolution of the concept of medicine; he will move with us over time, meeting those who have participated in his research and who have decided to reward him with the highest international academic honors, highlighting the meaning that this journey has for the future of humanity's health:

Democracy cannot exist without a broad and socially sustainable spread of well-being. In the film, Hood accompanies us in this exploration by adding the story of thousands of years of history with the investigation that has moved and still moves his research: to identify a scientific approach to the treatment of the most important diseases of humanity, with a vision global, capable of addressing the disease starting from genetic, environmental and circumstantial factors of each individual with the aim of medicine focused on each with a path of healing and health scientifically targeted to the person.

A contemporary vision for a sustainable future in a world where the population forecast for 2050 is 10 billion people, the infectious diseases whose treatments are known to continue to kill thousands of people yearly. A world where climate change, the depletion of natural resources, resistance to antibiotics, and the progressive aging of our community are some of the elements that impact globally negatively on our WELL-BEING and where injustice and social inequality progressively increase instead of decrease and about two billion people live in poverty. In his narration, we encounter a concept of well-being that does not refer solely to the state of the individual but is a collective founding heritage of our living together, a propeller of the evolution of our societies and civilizations.

Climate change, the depletion of natural resources, resistance to antibiotics, and the progressive aging of our community are some of the elements that impact globally, negatively on our WELL-BEING. Hood believes that shortly, medicine will become proactive. And it will increasingly focus on well-being rather than disease.

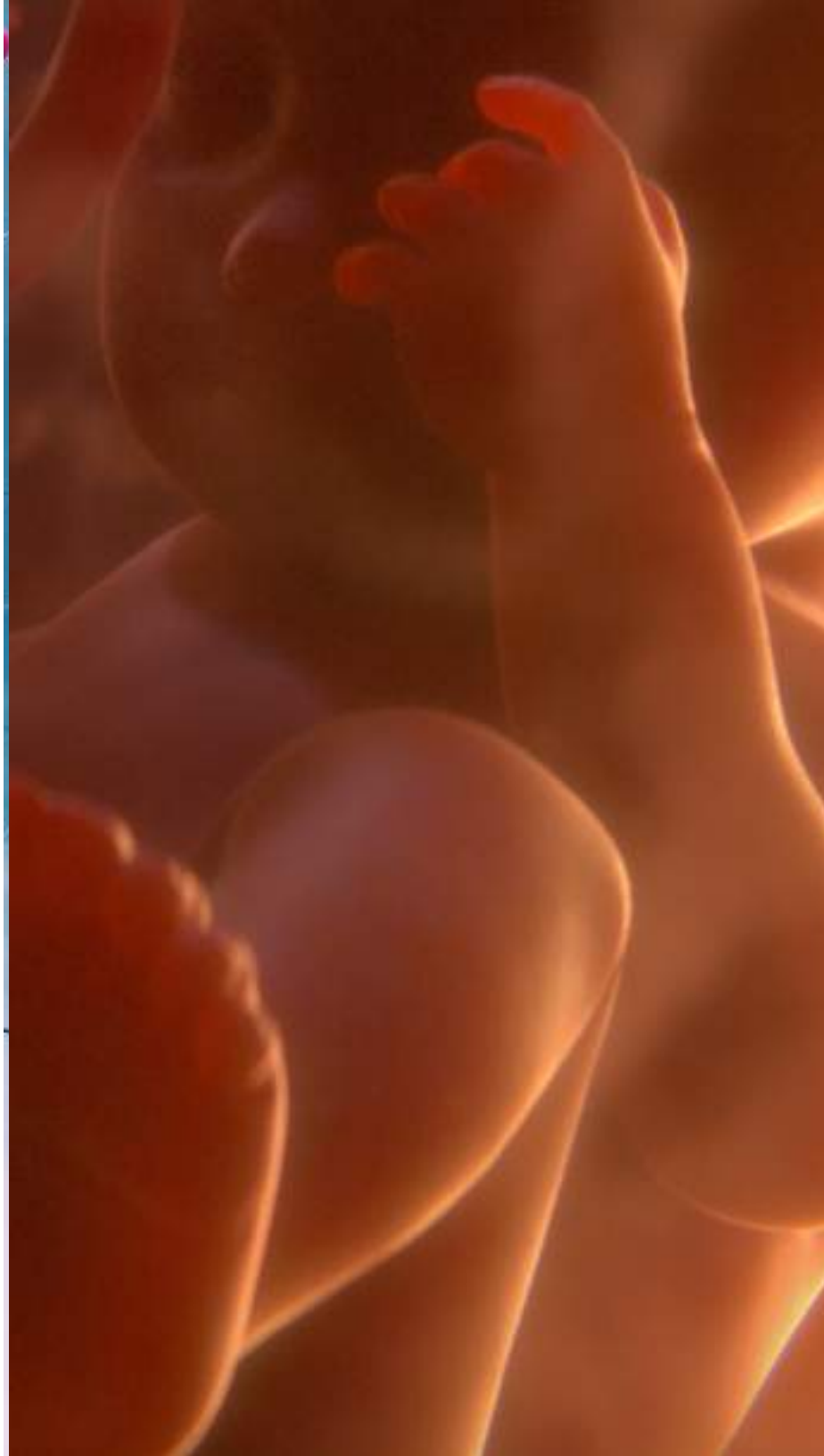
The convergence of social networks activated by the patient, big statistical data and their analysis, and "system medicine" in which "biology drives the technology drives the calculation," leading to a "P4" medicine: predictive, preventive, personalized, and participatory. P4 medicine differs from contemporary medicine in that it is proactive and non-reactive. It focuses on the individual and not the population. It is about well-being and disease, not just disease alone. P4 medicine also opposes the way we conduct current clinical trials with, for example, 20,000 individuals brought together and given the drug or a placebo. Each individual is unique, with unique genetics and environmental exposure. Systems medicine naturally suggests that one drug will never be enough for many diseases. We will need three or four treatments and multitherapy approaches. P4 medicine will be able to detect and treat perturbations in healthy individuals long before disease symptoms appear, thereby optimizing individuals' well-being and avoiding disease. Medicine P4 1) will improve healthcare, 2) reduce the cost of healthcare, and 3) stimulate innovation and the creation of new businesses.

Healthcare is one of many entities that can benefit from such integrative, interdisciplinary, and systems-driven platforms and cultures. Many other challenges facing our planet, such as energy, the environment, nutrition, and agriculture, can be transformed using an integrated and systems-driven approach. “

**The Movie**

Chapter

**5**





Cultura

05/01/2020 09:32

## Un museo virtuale del vino, il documentario su Gualtiero Marchesi e la vita in Silicon Valley. Tutti i progetti del regista Maurizio Gigola



Alessandra Mattanza  
Contributor



Maurizio Gigola durante un documentario.

Share

## The team

The Phenomic Age is being produced by the team that produced The Great Italian, a documentary about renowned chef Gualtiero Marchesi.

The Phenomic Age, A Quest for Wellness, is produced by a team with extensive relationships in the health and wellness industries and their customers.

**Our Partner, Scientific America, Google, Oracle, and Phenome Health, are active in supporting us in the creation of content.**

**Maurizio Gigola's documentary, The Great Italian, opened in 80 theaters in Italy and Worldwide.**

**He presented the Film at Cannes and had excellent press coverage.**

His work was then shown on Sky Television, Amazon, and Hulu. The film received millions of contacts within the digital ecosystem and hundreds of thousands of followers.

He is currently shooting The Phenome and developing several new Documentaries.

[www.mauriziogigola.com](http://www.mauriziogigola.com)

[www.thegreatitalian.com](http://www.thegreatitalian.com)

## The Movie

The film covers the salient moments of 5000 years of human and medical history in search of well-being understood as a form of physical and mental health.

The historical path is interposed with the vision of Leroy Hood on the merits of his scientific research.

His dream of collective well-being and his life will take us into his “complex” world, where billions of bits of practical information describe the common aspects of the human being. The protagonist's "feeling" will open the door to areas where science and humanity have met and are still at the center of a future vision of the world where well-being and longevity can be within everyone's reach.





Dr. Lee Hood will be in a continuous dialogue with Mother Heart ;

A famous American actress ( TBD ) will interpret mother Earth's voice.

The two voices will synergically create a discourse that will build the narration for the movie. Wellness will be described as the most crucial resource of the Human Being, in a constant relation between the “ Humano Generis “ and Mother Earth.

### **WELLNESS IS ENERGY FOR LIFE**

It's all about care

### **Dr. Hood: the Hero's Journey**

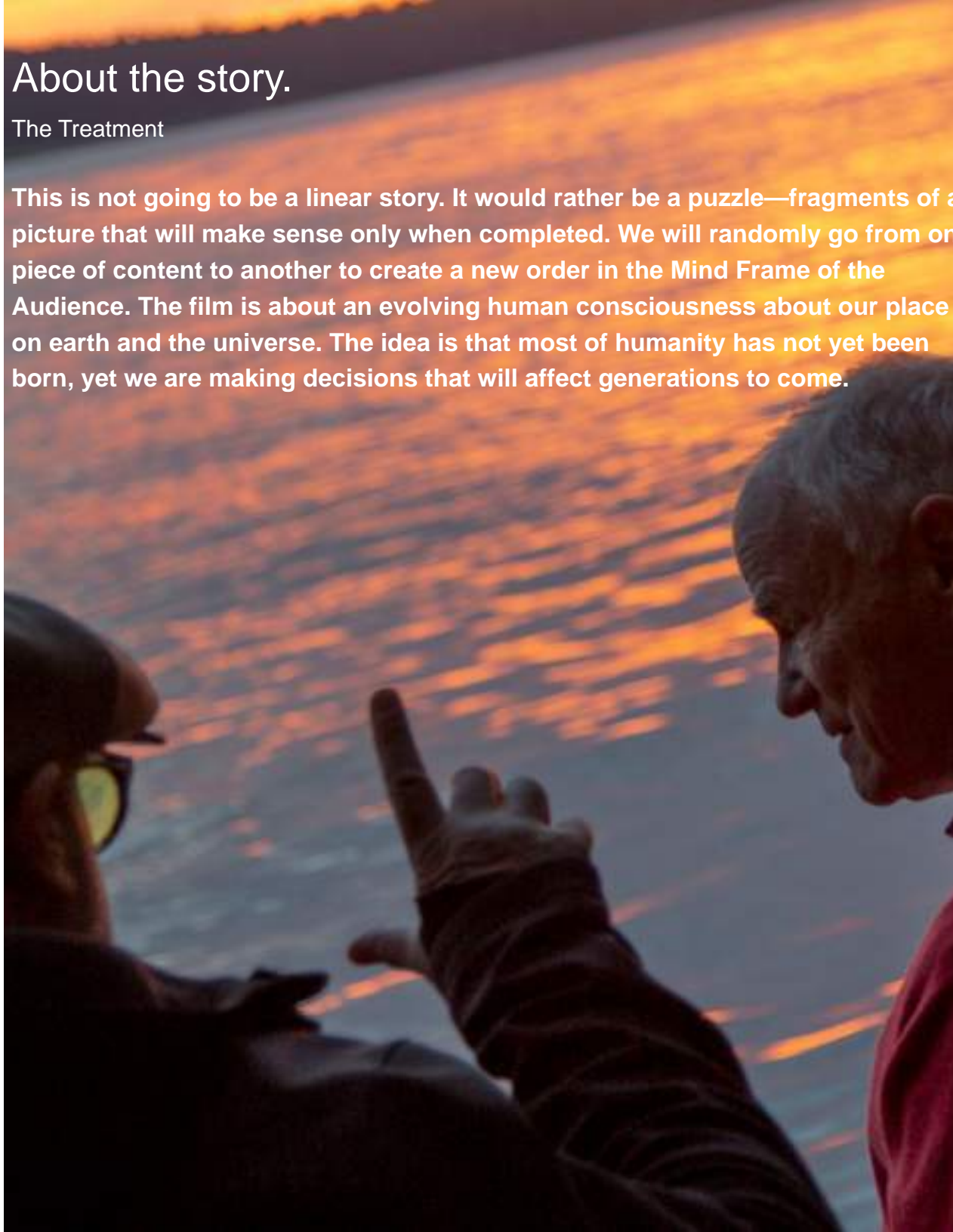
The hero will take the story to a more human level allowing everybody to embrace the journey as their own. Like Omero, we will travel the world to understand how to make Itaka - our planet - a better place.

**Hood will take our AUDIENCE on a journey into the indissoluble bond between body and spirit**—the marriage between soul and mind. Through this Journey, the AUDIENCE, the world's people, will learn how wellness for each individual can be created proactively. This empowerment of individuals, families, and communities comprises the most significant paradigm shift in the history of medicine.

## About the story.

### The Treatment

This is not going to be a linear story. It would rather be a puzzle—fragments of a picture that will make sense only when completed. We will randomly go from one piece of content to another to create a new order in the Mind Frame of the Audience. The film is about an evolving human consciousness about our place on earth and the universe. The idea is that most of humanity has not yet been born, yet we are making decisions that will affect generations to come.





## **Can we imagine a better world for the generations to come?**

We are undergoing a profound transformation right now. But we are too close to it to see it with clarity. I know that, as a species, we understand that all living things are connected and that nations are artificial creations. The health of my neighbor or a bird species is connected to my own.

The film, as mentioned, will be guided by the self and the personality of our main character, Dr. Lee Hood, who will tell his story organically and viscerally; many silent, non-verbal ideas enrich the storytelling.

### **He is at the center of the story.**

Still, around his story, we will explore the concept of wellness in the history of Human beings in philosophy, science, medicine, holistic practice, culture, and arts.



# The structure

The following are blocks of content.

These three blocks create a cluster of content that will be used as the ingredients for our story. Ideally, they each cover 25/30 minutes of the story.

(Big Chunks of type of content)

## **Block 1.**

The Phenomic Age.

How wellness evolves in the Human History

History of Medicine

A quest for wellness.

New Ethics

The phenome and why Dr. Hood's vision is revolutionary.

## **Block 2**

The Human Being.

The protagonist of our quest.

An examination of 5000 years of observation of how we live.

The Places of wellness

The future of food

Population Health

## **Block 3**

Imagine the world as a better place to live.

Global challenges and future generations.

Sustainable Future

Tech and Wellness

Data-driven medicine

These three blocks create a cluster of content that will be used as the ingredients for our story. Ideally, they each cover 25/30 minutes of the story.



## **The Locations**

Locations will be a strong character in the film, as they define Lee Hood's research journey.

**The planned locations will be the USA, Great Britain, Italy, Greece, China, Nepal, India, Senegal, South Africa, and Japan.**

The ideal journey will lead us to describe the diversity of civilizations in the world in a space/time excursus.

We will also show the different environmental situations that today configure some of the great planetary themes and challenges present in the Film, such as climate change, the relationship between the poor and prosperous world, demographic aging, and depletion of natural resources.





### **Characters**

Several personalities, characters, and experts of various disciplines will accompany Dr. Hood and us in the Quest for Wellness. The interviewees will be Witnesses of our time, relevant personalities such as the Dalai Lama, and young students of the most famous universities in the world: from the Oxford Martin School to Caltech in California and other universities in other areas of the world.



## **Photography and Camera.**

Camera movements will be fluid with explicit use of clean and graphic lines and compositions. If necessary, we will photograph places with a fixed camera in a broad frame, observing the environment to alternate the vision of the space with sequence shots capable of taking us into the lived experience. Photography expresses the contemplative character of the cinema I want to make. The soft colors of blue and cyan for the exteriors and warm tones such as oranges, reds, and yellows for the interior images evidence the contrast between the Human Being and the environment. We will capture the beauty of the places through images of dramatic landscapes, photographed in low light conditions, with low contrast, and highlighting the pink, purple, and blue light of sunrise and sunset.



## **The Soundtrack**

The soundtrack and sound design will work in a symbiotic concert to heighten the film's emotion, marking the silences and sharpening the senses.

In addition, the soundtrack will help select quiet moments of contemplation to enhance the emotion in the audience's experience.

The score will enrich natural sounds like wind, footsteps, or creaking doors. Additionally, the sounds of the city will introduce more human presence and emotion, with the sounds of cars, pedestrians, and pub patrons creating a fuller sonic environment.

The music chosen will represent identifiable elements of the different geographies and civilizations.

## **Computer Graphics**

The computer graphics we will use allow us to go back and forth from the hub of our story and take our hero, through space and time, on a quest for wellness.

We are using a very innovative algorithm. We are creating some animation inspired by the pictorial work of the Greatest Masters of painting.

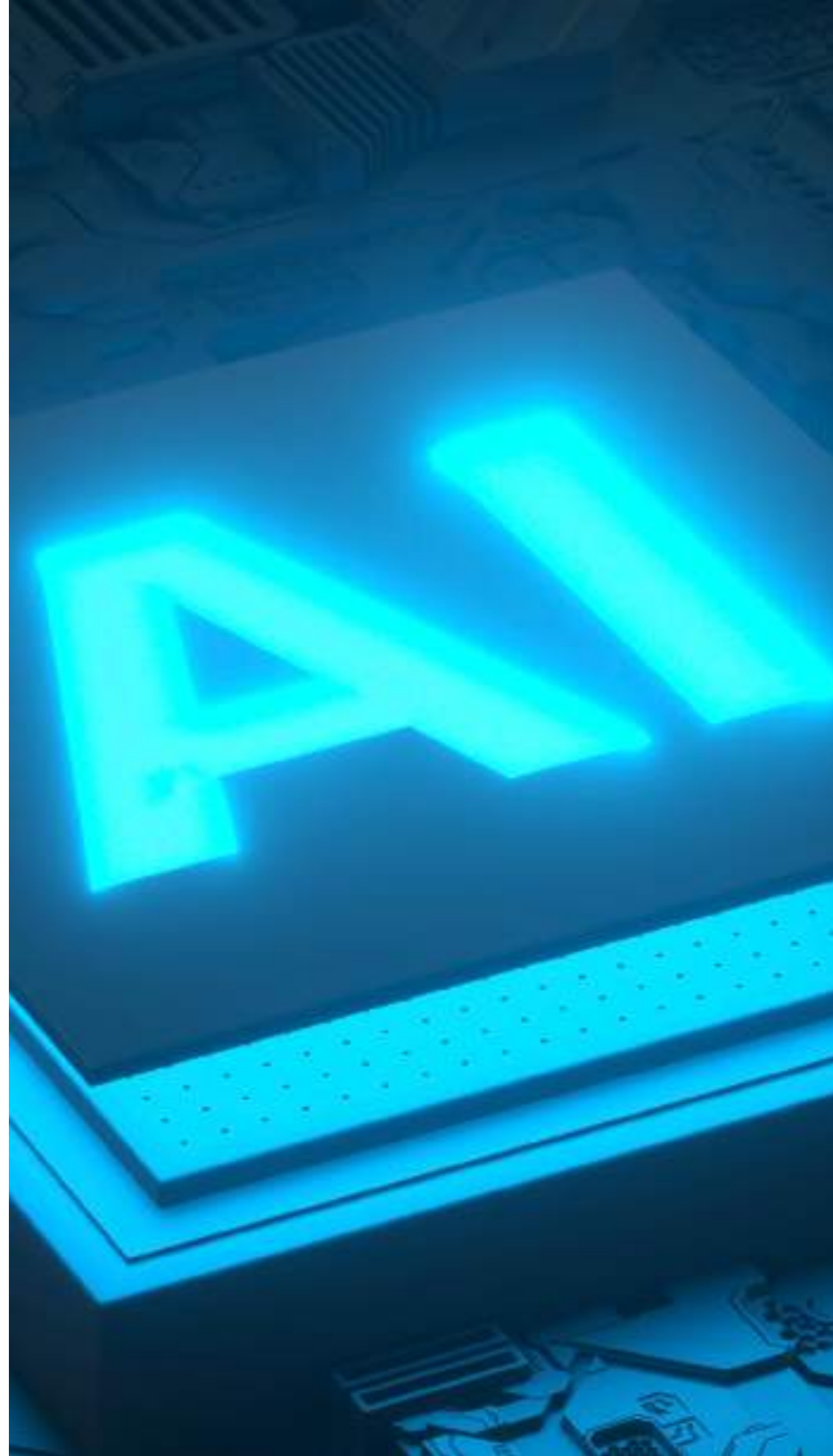
Computer graphics artwork will be realized under the supervision of Alessandro Russo, a professor of the Academy of Brera, the most prestigious artistic academic institution in Italy and one of the most renowned in Europe, and the technical direction of Tullio Hernandez. ( Captain America, Avatar ECC Imdb Tullio Hernandez )



**The Metaverse  
Wellness**

Chapter

**6**





Much of the action to date has been in the gaming and, increasingly, in concerts and other immersive virtual experiences.

Retail, fashion, and apparel companies have been among the early movers. Still, a growing list of major companies—including those in the technology, telecommunications, health care, and automotive industries—have become active in the metaverse.

The numbers get big fast. At an operational level, we estimate that a Fortune 500 retailer could harness the metaverse to realize 1.5 to 2 percentage points in margin improvement from improved staff onboarding and training, \$200 million to \$400 million from increased store traffic and customer loyalty owing to an improved in-store experience, and \$500 million to \$750 million from streamlined operations and improved control of inventory.



# A Quest for Wellness METaverse PREMIERE 2023

Artdesignbox is a new Metaverse for art, design, and culture, developed on Oracle's private blockchain.

The metaverse will open in March '23 as a web 3 platform with a rich Agenda of VR experiences in 2023.

The metaverse will be built in three different spaces to create other events.



# A premiere trailer launch and symposium.

The Quest for Wellness is a perfect project due to its innovative and fantastic content, to take place in a metaverse events' venue and exposition with a defined and a step by step path:

a premiere trailer launch and symposium (exclusive access by blockchain ticketing  
an NFT's memorabilia sales and charity fundraising (auction)  
Its permanent metaverse exposition

(exclusive access by blockchain ticketing an NFT's memorabilia sales and charity fundraising  
auction)

## The Metaverse Exposition Schedule:

Avant Premier of the Phenomic Age: Coming soon.

End of March, in collaboration with Art design Box and Oracle, we will create an event to launch the wellness metaverse.

April - May: on air and premiere events

Next: permanent exhibition and contents update

## The meta wellness is:

Virtual Showroom and Reception. - **Longue**  
Gallery and screening virtual theatre - **Rooms**  
Virtual Events & Conferences - **Auditorium**



**Social Media**

Chapter

**7**





# Our Case History

We created and managed all the social media for “Gualtiero Marchesi: The Great Italian,” where we were able to reach some important goals:

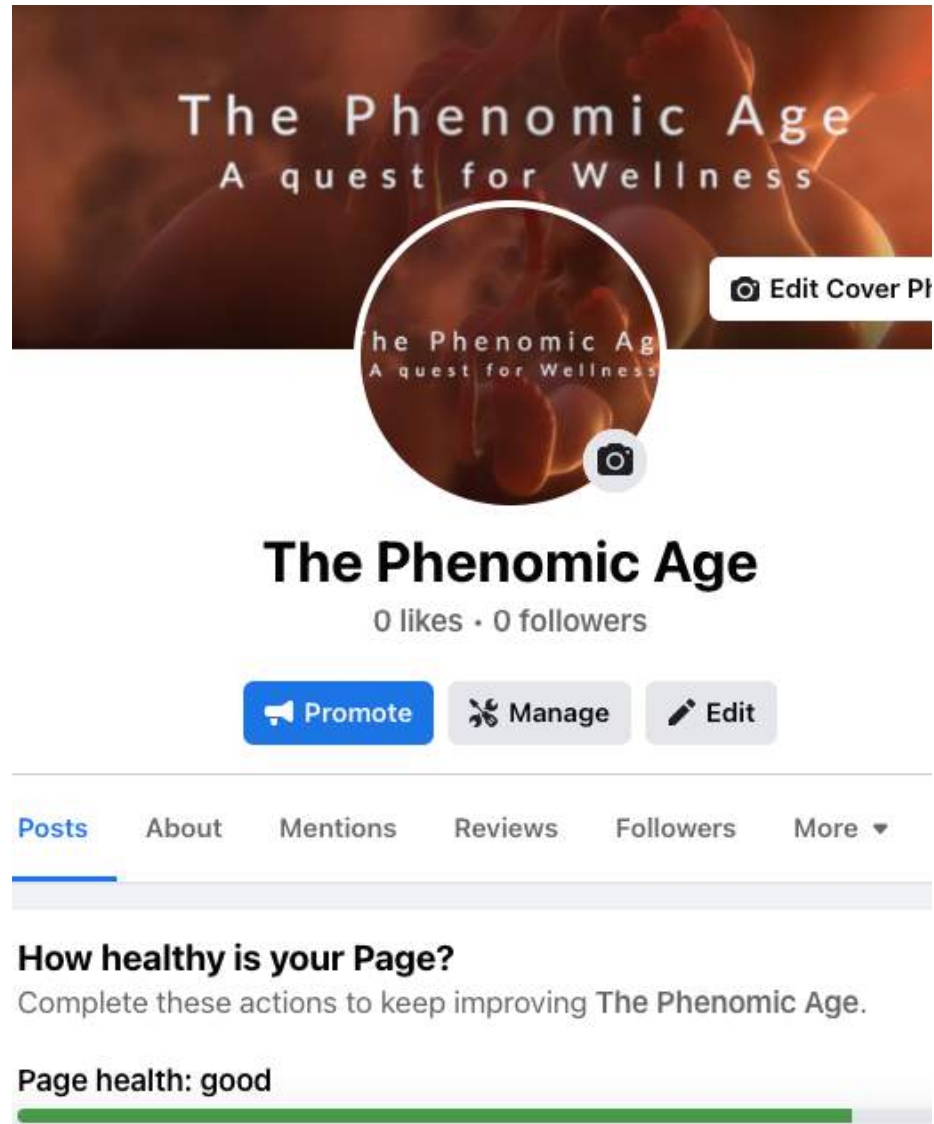
The page has +60k followers.

We reached 3 million people just within Facebook.

90% organic audience



## Facebook



The Phenomic Age  
A quest for Wellness

Edit Cover Photo

The Phenomic Age  
A quest for Wellness

### The Phenomic Age

0 likes · 0 followers

Promote Manage Edit

Posts About Mentions Reviews Followers More ▾

#### How healthy is your Page?

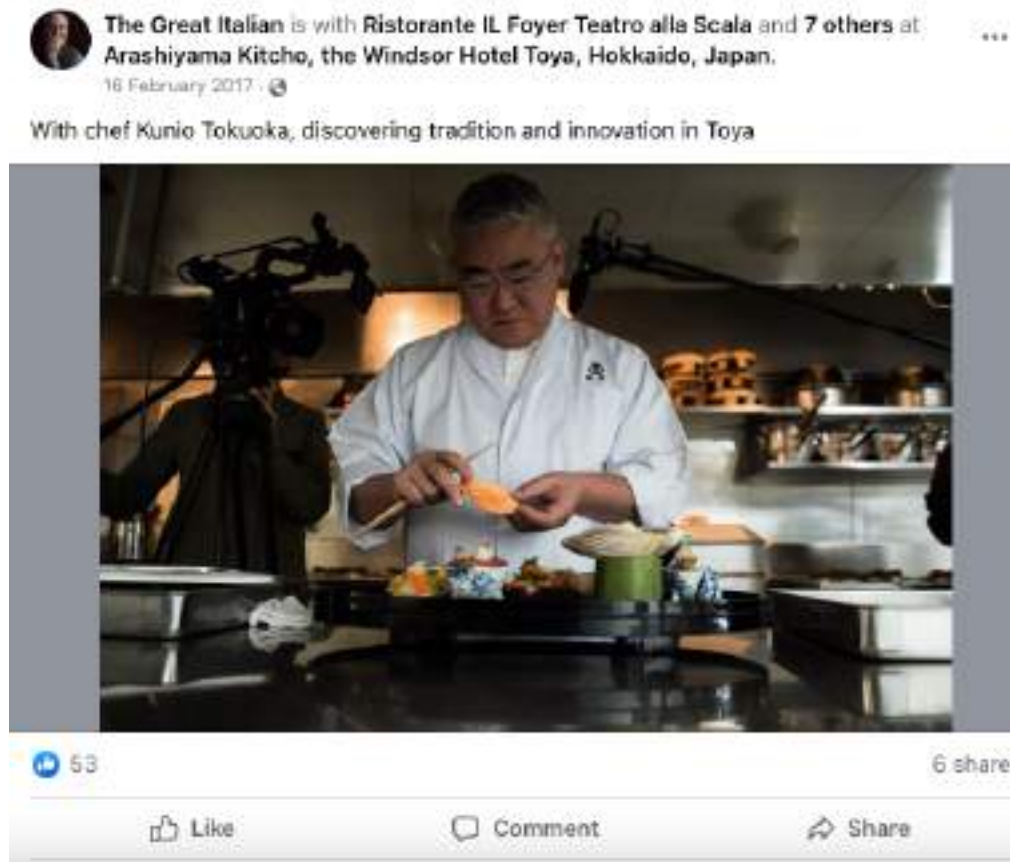
Complete these actions to keep improving The Phenomic Age.

Page health: good

A screenshot of a Facebook page for 'The Phenomic Age'. The page features a cover photo with the text 'The Phenomic Age A quest for Wellness' and a profile picture with the same text. Below the profile picture, the name 'The Phenomic Age' is displayed, along with '0 likes · 0 followers'. There are three buttons: 'Promote', 'Manage', and 'Edit'. A navigation bar includes 'Posts', 'About', 'Mentions', 'Reviews', 'Followers', and 'More'. A section titled 'How healthy is your Page?' provides instructions to improve the page, showing a 'Page health: good' status with a green progress bar.

We created this Facebook page where we will publish backstage content, the director's diary, and some clips from the film.

## Facebook



## Backstage Content

The best way to share the journey of making the documentary with our audience.

*Just as we did with “Gualtiero Marchesi: The Great Italian” we will unveil some accurate backstage content in our posts.*

## Facebook



The Great Italian is with Windsor Hotels and 3 others at 望羊蹄レストラン, Lake Toya ...

6 March 2017 · 🌐

Wasabi



👍 155

🔄 9 shares

### Capturing Photos

These eye-pleasing photos will offer exclusive audience content that conveys the quality needed to present a top-notch artistic project.

*Another example from “Gualtiero Marchesi: The Great Italian” Facebook page*



## Facebook



## News Articles

We will share all the newspaper articles where we are mentioned or other articles of particular importance.

*Another example from “Gualtiero Marchesi: The Great Italian” Facebook page*

## Instagram

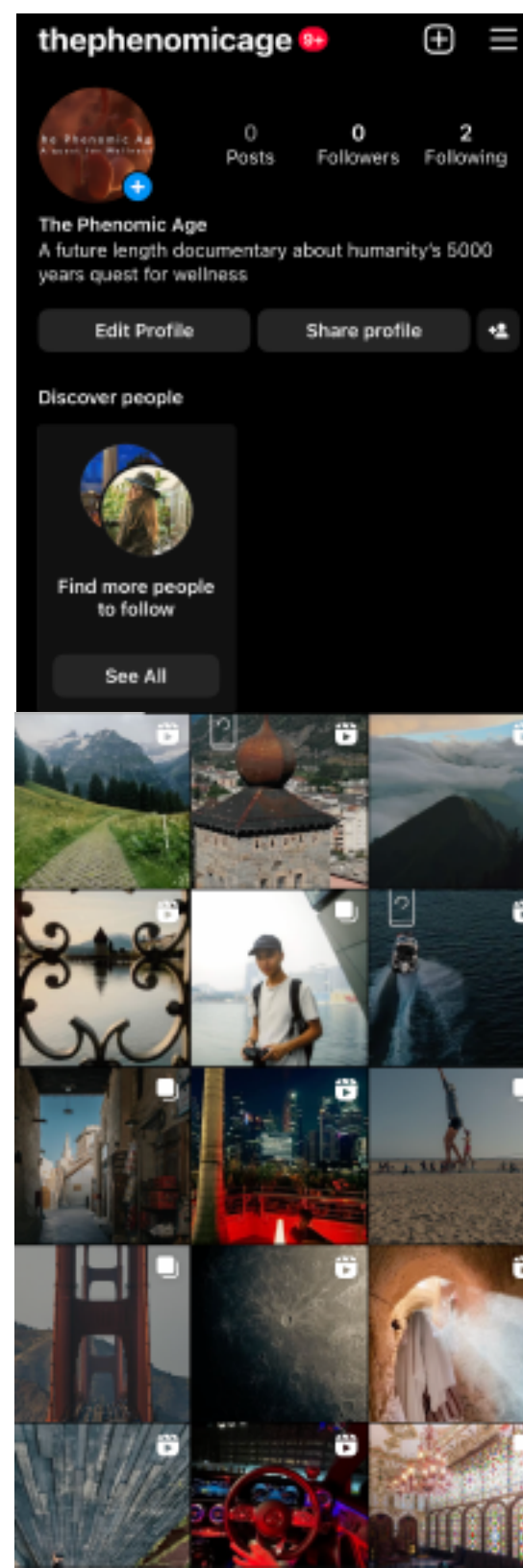
On Instagram, we will deliver stunning images of our backstage and footage.

We will also produce some reels since they have a large base audience.

Reels will be short 14-20 sec videos on some movie insights, key topics, and more.

## Capturing Photos

Instagram is a more graphic social app, so we will publish stunning images that portray the documentary's identity and character.



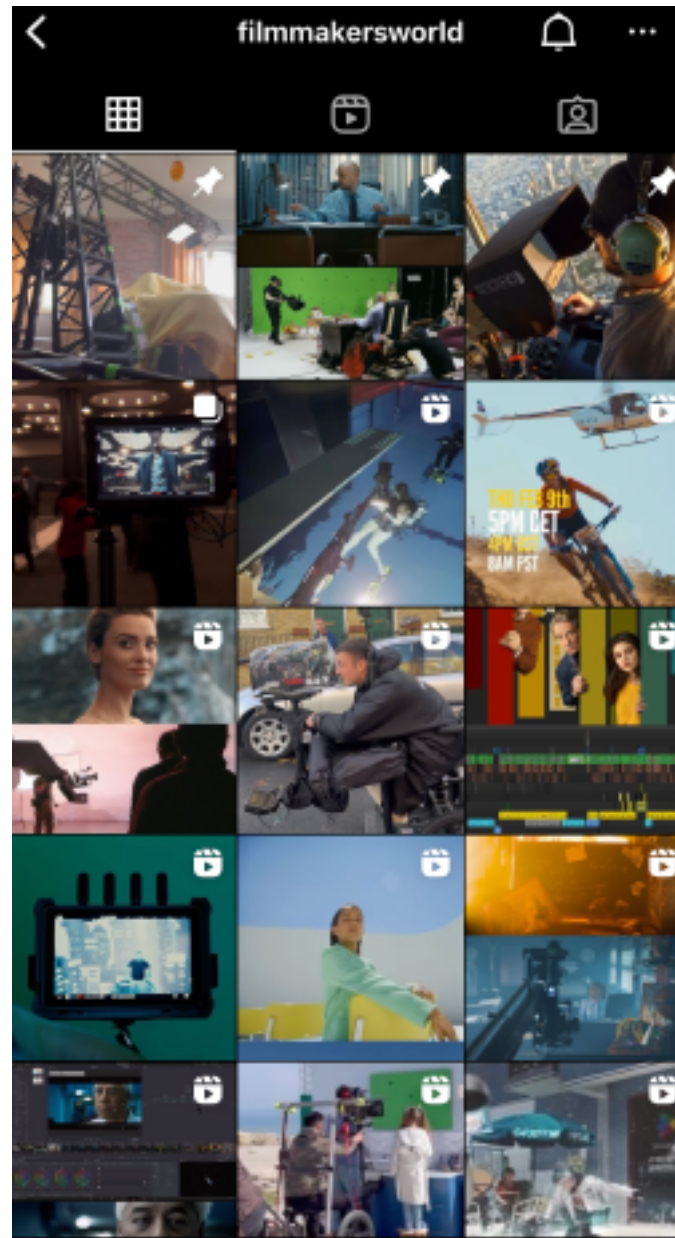
# Instagram

## The Making of - Backstage Reels & Photos

On Instagram, we will deliver stunning images of our backstage and footage.

We will also produce some reels since they have a large base audience.

Reels will be short 14-20 sec videos on some movie insights, key topics, and more.



**A quest for  
Wellness.**

**Worldwide  
Activation  
Campaign**

Chapter

**8**







## The Big Idea

An international project envisions becoming one of the 'strong' events of the next few years.

It is a path with innovative processes and content that aims to involve young people from major international cities, aged between 18 and 30, on wellness themes.

## A New journey

An adventure that leverages the desire of our target to be the protagonist in discovering where the most innovative and necessary scientific, technical, and cultural solutions are born and developed to overcome one of the most significant challenges of the century: the right to a healthy good and long life for everyone.

The opportunity to use video and reportage as research tools and as creative and expressive elements. Being directors and editors, leading actors in the process of identifying, enhancing, and communicating wellness culture (agricultural, scientific, technical, lifestyle) by seeing one's work published and disseminated on different media networks (television, the web, an exhibit. ..);





**Objective: to create a reportage, to tell an idea.**

The objective of each mission: to create a short video "service" (interview, reportage ...) and a photo shoot on the chosen theme. Each task must be completed by a team of two. All the videos made by the students will be edited by an editorial team of professionals in a short format (1'-5').

## **Worldwide distribution**

**All videos will be published on a channel explicitly created with YouTube as they are produced. ([www.youtube.com/theophenomicage](http://www.youtube.com/theophenomicage)) can be downloaded, exchanged, commented on, and voted on.**

**Each video tells a project, an idea, or a point of view on the future of wellness.**

**For this reason, the videos represent a crucial common heritage, a resource that will form the Bank of Wellness.**

**Blog & Public Debate.**

**The wellness community has a dual function:**

- . Continuously suggests, throughout the entire project, new ideas and proposals for feasible missions;**
- . Starting from the missions already carried out by The phenomicage, it invites researchers, students, and international experts to discuss, support and promote ideas about the future of wellness.**

## Select the Goals.

Which are the most innovative projects, radical designers, and exciting ideas to imagine and create a more sustainable way?

And again: what are the emerging trends, the contemporary imaginaries linked to wellness, the most important events, and the essential appointments to talk about lifestyle, environment, and wellness in the world?

A committee of personalities of the undisputed profile, active in the "hot" sectors of contemporary culture, will identify the themes, projects, and essential characters understood as the thread that runs through the creative processes, passing through art, music, urban style, and new consumer trends.

All the themes identified, divided by city, will become part of a checklist of missions to be carried out by young people (students of architecture, design, and communication ...) invited to participate in the project.



## Sister Cities

Chapter

9





**We are developing a midterm collaboration with some cities worldwide.**

**A local approach will give tangible value to the community within the global international conversation.**

We will shoot some documentaries in these cities to explore their culture of wellness in terms of the Past, Present, and Future.

**We are already collaborating with Palermo, Milano, Atene, and Genova cities in the Mediterranean basin.**

**We will create a more comprehensive number of cities worldwide, including some significant American metropolis: Seattle, San Francisco, New York, and Miami.**

A more detailed plan will be defined in the following months connected to our social ecosystem.

The collage consists of two main parts. On the left is a 'Thank You' poster for the Divine Film Festival. At the top left is the festival's logo, and at the top right are the websites [www.wineodyssey.it](http://www.wineodyssey.it) and [www.divinefilmfestival.net](http://www.divinefilmfestival.net). The central text reads 'Thank You' in large letters, followed by 'FROM THE 21ST TO THE 29TH OF OCTOBER TASTE OF FRIULI VENEZIA GIULIA WAS PROTAGONIST OF THE MONTH OF THE ITALIAN HERITAGE IN SAN FRANCISCO.' Below this, it says 'WE WILL BE BACK NEXT YEAR.' The bottom section features a grid of logos for various partners, including 'COMUNE DI MANTOVA', 'VALICA', and 'CIV'. At the bottom left are the websites [www.mgstoryteller.com](http://www.mgstoryteller.com) and [www.thegreatitalian.com](http://www.thegreatitalian.com). On the right is a newspaper clipping from 'SAN FRANCISCO CALIFORNIA COMMUNITY'. The headline reads 'Harvest 2020: Director Gigola's latest documentary explores wine and people from the Friuli Venezia Giulia region'. The article includes a photo of a man in a suit and glasses, identified as the director, and discusses the documentary's focus on wine and local culture.

Partnership and  
Worldwide  
Visibility

Chapter  
**10**



## The Opportunity.

The Partners of the initiative have multiple opportunities to accompany the production and international distribution of the film in cinemas, festivals, television, and digital platforms, both in the movie and in related initiatives (specific contents, books, etc.). They are in promotional activities worldwide, especially in the upcoming film presentation events.

Further opportunities are linked to the possibility for brands or sponsors to use the material shot for editing and creating customizable content such as backstage, specific clips for internal or institutional use for sponsors, pills for the internet, and social networks.

The film, parts of it, digital clips, etc., will also be distributed on the proprietary digital platforms of international producers, distributors, sponsors, and partner institutions.

**Fondazione gualtierioMarchesi**

**Regione Lombardia**

**in LOMBARDIA**

**ITALIA AGENZIA NAZIONALE TURISMO**

**"Gualtiero Marchesi & La Grande Cucina Italiana"**

**WORLD TOUR 2018-2019**

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# Sponsorship Format

## **Corporate Underwriters**

International brands strongly linked to the project with ample space for visibility within the film, all related initiatives, events, and distribution.

## **Technical Main Sponsor**

The brand with a solid technical contribution offered in the making of the film and in related initiatives, which is associated with solid visibility in all communication elements of the project

## **Institutional sponsor**

Brand to which an institutional presence is reserved in the communication of the project and specific spaces and offers in the context of related initiatives and events

## **Technical sponsor**

Sponsor with a relevant technical contribution in the film, events, or collateral initiatives to which visibility is offered in specific communication areas of the project

## **Event sponsors**

Sponsors are mainly interested in a presence at events or, in particular, in some events such as relevant world premiere presentations of the film, gala events, University Lecture

All types of sponsors can be associated with a customized offer on all project elements based on specific communication objectives and the allocated investment.

## Partner of the project

